



THE BANK STREET BIA
2016 ANNUAL REPORT

Downtown. At the intersection of everything.

AGENDA

6:00pm **Arrival & Reception**

6:30pm **Meeting Called to Order**

- Approval of Agenda
- Approval 2015 Minutes

6:35pm **Welcoming Remarks** - Heather Garrod, Chair

6:45pm **Speaker** - John Smit, Director, Planning Infrastructure and Economic Development Dept.

6:55pm **Speaker** - Julia Weber, Marketing Manager

7:05pm **Finance** - Rob Spittall, Treasurer

- Year to date
- 2017 Budget

7:20pm **ED Report** - Christine Leadman, ED

7:30pm **Q&A**

7:45pm **Adjournment of AGM**

MESSAGE FROM THE CHAIR

Dear Members,

Bank Street BIA is the oldest BIA in the City of Ottawa and will be celebrating its 40th year in 2017 sharing the spotlight with Canada's 150th Anniversary! The Bank Street area has a rich history in the downtown core. A strong main street that was host to all the citizens of Ottawa, housed a strong employment base as well as a vibrant mix of retail stores and businesses. Like many areas of the City we have seen Bank Street change and evolve over the years and we will continue to change in this new digital age. I am dedicated to the success of my business, Planet Botanix, which is now in its eleventh year and I am also dedicated to the success of the area. These two themes go hand and hand. This is one of the reasons why I became actively involved with the Bank Street BIA as it underwent its own transition. It is my belief that there is great potential for Downtown Bank Street and the importance of the roles we all play in achieving this goal. There has been a lot of energy, many resources and countless hours that have been donated by past and present members who have served on the Board of Management, Marketing Committee, Festival Committees and the Ottawa Council of BIAs over the years. I want to express my deepest gratitude to these business members for their time, passion and commitment. If a small group of people can make a difference in some way imagine what all of us can do together. I would challenge all of our members to be engaged, bring forward positive and constructive ideas that will help us build a stronger, more vibrant area. I would also like to congratulate our BIA team that is tasked with the execution of all of the programming as well as looking after the well-being of our members and the main street. I believe that together we will be able to accomplish many more great things in the coming year and hope you will be on board for the ride!

Sincerely,

Heather Garrod
Chair, Bank Street BIA

YOUR BANK STREET BIA BOARD AND STAFF

STAFF

Christine Leadman

Executive Director

Julia Weber

Marketing Manager

BOARD MEMBERS

Heather Garrod

Chair (Planet Botanix)

Rob Spittall

Treasurer (The Comic
Book Shoppe)

Councillor

Catherine McKenney

(City of Ottawa)

Sheena Zain

Director (Aziz & Company)

Jonathan Hatchell

Director (Royal Oak)

Eric Mehmet

Director (Staples)

Alex Hosselet

Director

Bank Street Dear Members,

This has been an incredible year and while we strive to do the best job we can we also learn from what didn't go quite right and how we can improve next time. I would like to thank the BIA team for their dedication, enthusiasm and hard work. We may be small but we can be mighty particularly when armed with the great support from our Board and Committee members as well as community volunteers who participate as part of the festival committees. We thank them for the support and guidance.

The 150th Celebrations of 2017 will see an extraordinary array of events and activities in all parts of the city particularly in the downtown core. This will be a once in a lifetime opportunity that will see Ottawa as the prime destination for the 150th Celebrations attracting more people to the downtown core. We look forward to working with all of you so read your Newsletters, join a Committee and get involved!

Sincerely,

Christne Leadman
Executive Director



Glowfair Festival - 50,000 attendees and reaching over 1M views on Website)



Mural Program - an partnership program with the City of Ottawa



Easter Seals Drop Zone Partnership with Morguard



Capital Pride Festival - in its second year return to Bank Street reached 90,000 attendees overall



Spring Cleaning the Capital - Sponsored through the City of Ottawa, Tim Horton's and community partners such as the Bank Street BIA

EARNED MEDIA

Over 50 articles - were published in 2016 that featured or mentioned Facebook Bank Street.

Media outlets - include the Ottawa Citizen, Metro News, JUMP Radio, community members posting pictures. Where Magazine, Ottawa Life, Apt613, 1310 News and several More

Subjects - ranged from Solar power Station, Glowfair, Pokemon, Advocacy

COMMUNICATIONS

Instagram - 3,000 followers.
Facebook - 5,513 followers.
Twitter - 3,704 followers.

#downtownbank - 2,000 stores and community members posting pictures.

Instagram event - first one held by an Ottawa BIA with over 40 participants.

Two Pokemon events - with first event reaching over 73K viewers and 384 attending.

Glowfair 2016 - reach over 1Million views



Bundle Up, Instagram events, Pokemon events

Next year will see the whole City come alive with new activities and events popping up throughout the year. Here's a sample of what's going on so far:

<p>December 31, 2016</p> <p>Ignite 150</p> <p>Launching the 150th Celebrations from City Hall to Parliament Hill</p>	<p>February 3-20th</p> <p>Winterlude</p>	<p>March 17th</p> <p>The Stanley Cup 125th Tribute</p>	<p>March 18th</p> <p>St. Patrick's Day Parade</p>
<p>March 27-April 2</p> <p>JUNO Week</p>	<p>May 12-22</p> <p>Canadian Tulip Festival</p>	<p>June 16-17</p> <p>Glowfair Festival</p>	
<p>August 27</p> <p>Capital Pride Parade</p>	<p>November 22-26</p> <p>105th Grey Cup Festival</p>		
<p>November 26th</p> <p>105th Grey Cup</p>			



This is just a sampling of what's to come and there will be more to tell you about as the Ottawa 2017 group rolls out other events. Take advantage of these wonderful events that will be happening in the core!

The Downtown BIAs will be meeting with City staff throughout 2017 to keep us up to date on all activities that will be happening in the core.

Revenues

BIA Levy	\$687,950
Payments in Lieu	110,000
City of Ottawa Grants	34,500
Remissions/Vacancies	(45,000)

Total Revenues \$787,450

Administration Expenses

Administration	\$222,500
Facilities Rental	52,000
Professional/Non-Prof Services	45,000
Audit	1,700
Legal Services	2,500
Insurance & Alarm System	8,750

\$332,450

Program Expenses \$367,500

R&M – Grounds and Maintenance \$ 87,500

Total Expense \$787,450



BANK STREET BIA

In the heart of Ottawa, Bank Street BIA is a destination for residents and tourists, including 67,883 people who travel into the Bank Street BIA service area to get to their place of work. This area is home to more than 25,000 residents who spend a total of over \$915 million in aggregate annually.

KEY FACTS

Dollars quoted reflect average household expenditure unless otherwise stated

POPULATION
26,822
Service Area

AGE
61%
Under the age of 44

EDUCATION
59%
University educated

INCOME
\$75,926
Average household income

1 in 4
Belong to a visible minority



46%
Walk to work
(this is more than six times with average*)



88%
Live in apartments
77%
Are renters



62%
Live in single person households



\$1,689
Average household spend on alcoholic beverages

\$859 Purchased from stores
\$8 Self-made beverages



\$852
Served on licensed premises

\$157
At laundromats



\$124
Laundry and dry-cleaning services



EXPENDITURE

\$915 Total consumption
Million

Budget Breakdown

22%	on shelter	\$16,352
11%	on food	\$7,789
9%	on transportation	\$6,689
5%	on recreation	\$3,678
5%	on clothing	\$3,619
4%	on household operation	\$3,077
3%	on education	\$2,253
3%	on tobacco products and alcoholic beverages	\$2,175
3%	on household furnishings and equipment	\$2,154
2%	on healthcare	\$1,805
2%	on personal care	\$1,195
2%	on miscellaneous expenditure	\$1,182